



State of Nevada
Nevada Department of Tourism and Cultural Affairs
Unclassified Job Announcement

- Director of Marketing -
Posted: March 27, 2013

Recruitment

Open to all qualified candidates; **résumés** accepted until position is filled.
(All résumés will be accepted on a first come, first served basis. Hiring may occur at any time during the recruitment process.)

The Position

A full-time unclassified and exempt position located at the Nevada Commission on Tourism (NCOT) in Carson City, Nevada. The Director of Marketing reports to the Director of the Department of Tourism and Cultural Affairs.

Annual Salary

Up to \$75,660 - commensurate with work experience (salary reflects the employee/employer paid contribution plan). This position is currently subject to 48 hours of furlough a year and salary will be adjusted accordingly.

Responsibility Detail:

The Director of Marketing will be responsible for developing the strategies and directing the development and implementation of the NCOT strategic marketing plan and programs in support of Nevada tourism, formulating and carrying out organization policies, objectives and programs for a major function of the organization.

This is a highly demanding role as the organization enhances integration across all channels, launches a new brand and advertising campaign and works to increase its relevance for the statewide tourism industry. This leader must be passionate about the tourism industry, have experience working with all sectors of the industry and be familiar with Nevada's tourism environment. The Director of Marketing also must demonstrate a deep understanding of effective destination marketing strategies and strong fiscal management.

The ideal candidate will have experience in the following:

Strategic Planning

- Develop and implement the Marketing elements of the annual strategic plan. Work with other senior staffers within the Commission on Tourism to ensure that the plan is implemented in a manner that provides for integration of effort and synergism among all disciplines of the organization.
- Develop and present annual goals and strategic plans for all marketing functions including advertising, promotions, sponsorships, internet and direct marketing, creative development, external vendor management and Research projects in key feeder markets in support of the annual plan.
- Determine the most effective marketing programs and dollar spend to maximize the return on investment.
- Develop and administer an annual overall marketing budget. Review and authorize budgeted departmental expenditures to authority level. Review and analyze periodic financial statements, monitor income and expenses and report on causes of variances.
- Maintain awareness of market opportunities, and research and analyze current trends and climates that affect the industry. Interface with significant stakeholders and plan dedicated and cooperative marketing

strategies. Develop concepts, themes and ideas for campaigns. Communicate strategies to stakeholders to ensure integration and cooperative efforts.

Marketing Programming

- Marketing program development- negotiate and manage contracts with advertising, marketing and media agencies, international contractors, and other contract vendors. Negotiate large volume purchases for blocks of space or increments of service. Develop resale methodologies to enable partners to share in agency services at reduced prices.
- External vendor management - Work with the external marketing agency vendor(s) to achieve the goals as set forth in the annual plan.
- Research – with internal staff and external research vendors, develop and manage a robust research program that measures visitation, economic impact, visitor demo- and psychographic nuances, micro-targets.
- Creative development – work with internal staff and external vendor to create television, print, digital and radio paid media components and associated promotions. Manage the development and marketing of collateral including printed brochures and materials.
- Brand usage – ensure proper use of the Nevada brand across all channels and with all partners.
- Web development management - Direct the development and implementation of the Department of Tourism and Cultural Affairs' web strategies for design, content and focus. Ensure time management prioritization for NCOT's web developer and work required by the Lt. Governor's office and other Department of Tourism and Cultural Affairs agencies.
- Paid media buy – work with external vendors to plan and buy media within the broadcast, digital, social media, print and radio channels, ensuring all buys are done using the most effective channels, create the highest ROI level and generate excitement for travel to and within Nevada.
- Sponsorship development – work with both traditional (within the tourism industry) and non-traditional (outside the tourism industry) to develop sponsorships that help extend the Nevada brand, provide incremental marketing support, drive business to partners and create excitement for consumers to visit Nevada.
- Partnership/cooperative marketing - lead the critical channels of cooperative marketing—from the development of paid media programs that add and create value—to communicating this value to attract more partners to the organization—to fulfilling the expectations of our existing partners—to tracking and reporting on our progress with respect to awareness, image, intent to travel, visitation and spend.
- Partnership integration - ensure strong industry collaboration in the integration of Nevada's new brand, development of marketing strategies and tactics. Establish and enforce brand usage and departmental policies, practices, and processes to guide and manage the implementation of the organization's strategic marketing plan.
- Reporting - monitor the status of marketing projects through reports, documentation, and attendance at meetings (including the NCOT Commission), conferences, and events. Review program budget reports and timelines, and ensure program compliance. Meet with the marketing team to resolve issues, collaborate on concepts and project ideas, and review goals and progress.

Organizational Leadership

- Participate as a key member of the leadership team in the development and implementation of organizational policies, practices, and procedures and overall management and administration of the business. Recommend, implement, communicate, interpret, and administer and ensure compliance with organization-wide policies and practices. Establish, implement, interpret, communicate and ensure compliance with policies and practices related to Marketing, Advertising, Promotions, Sponsorships, Research and Creative Development functions.
- Direct the development and implementation of the organization's programs, annual budgets, and methods, including Nevada's tourism territories, destination marketing organizations, private businesses and not-for-profit organizations.
- Engage in the Nevada tourism marketing industry through membership in key marketing and industry associations, including the American Marketing Association's Nevada chapters, the Nevada Hotel & Lodging Association, and other opportunities for interacting with marketing organizations.

- Interview, select, recommend, hire, train and supervise assigned staff. Assign and check work. Provide direction to staff and assist in the investigation and resolution of problems. Evaluate performance and provide counseling and coaching to employees. Initiate personnel actions, such as promotions, transfers, terminations, or disciplinary measures. Maintain harmonious employee/employer relations. Determine current and future staffing levels. Develop and implement staffing plans and related budgets.
- Participate as a member of the NCOT management team in the development and implementation of all organizational matters to maintain workflow and to meet schedules and quality requirements.
- Maintain safe work area and comply with safety procedures and equipment operating rules keeping work area in a clean and orderly condition.
- Participate in any variety of meetings and work groups to integrate activities, communicate issues, obtain approvals, resolve problems and maintain specified level of knowledge pertaining to new developments, requirements, and policies.
- Perform other related duties as assigned.

Related Industry Experience:

- Travel industry knowledge and experience to establish quickly the individual as a proven leader in the eyes of the travel and tourism industry and federal government.
- Prior experience serving as an executive-level marketing leader in the Travel and Tourism industry.
- Prior experience in or extensive knowledge of international markets.

Marketing Experience:

- Experience and track record in marketing, specifically in developing and successfully implementing marketing plans, including definition of objectives, strategies, goals and tactics.
- Previous destination or travel marketing experience, including market research, brand identity development, advertising, public relations, digital, social, events, and promotions.
- Previous co-operative destination marketing program development experience that with demonstrated results in increasing visitation and spend.

Experience Reporting to Volunteer Committees: Experience and prior success in working with a Board of Directors and a diverse set of stakeholders in the public and/or private sectors.

Experience Working with Government: Previous experience and knowledge of working with federal/state governments preferred.

The Nevada Commission on Tourism (NCOT) employs a combination of consumer and trade marketing strategies to increase travel from visitors within key consumer domestic markets (contiguous states, Nevada, and major media markets), international markets (NCOT has representation in nine international markets) and domestic and international travel trade (tour operators, travel agents, wholesalers).

Qualifications

Education and experience: Bachelor's degree in marketing or related field.

Benefits

Paid medical, dental and vision; paid vacation, sick leave and holidays; retirement plan (PERS); life and disability insurance program; other optional benefits including deferred compensation.

Submit cover letter and résumé to:

Katie Holmberg
 Agency HR Services
 401 N. Carson St.
 Carson City, NV 89701
 (775)687-0649
 Or electronically to: holmberg@admin.nv.gov

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